



License Agreement

The Colorado Proud program was developed by the Colorado Department of Agriculture (CDA) to promote the production and consumption of Colorado food and agricultural products. CDA is herein referred to as the LICENSOR. Organizations and individuals who agree to comply with the terms and conditions set forth herein are authorized to use the Colorado Proud series of logos and related materials.

(organization or individual's name)

herein referred to as LICENSEE, desires to participate in the Colorado Proud program.

Effective on the subscribed date, in consideration of receipt of the program logo and related materials, LICENSEE agrees to the following terms and conditions:

1. Use of Program Logo and Related Materials

LICENSOR grants LICENSEE, its agents and employees a non-exclusive, non-transferable, royalty-free right to use the program logo and related materials in accordance with, and in the form and manner prescribed in the Logo Use Guidelines, a copy of which is attached and made a part hereof by reference, as such guidelines may be amended from time to time. LICENSEE must submit a written request to the Colorado Department of Agriculture and receive written permission to use the logo in a form or manner other than the way prescribed in the Logo Use Guidelines.

2. Quality Maintenance Standards

LICENSEE shall cooperate with LICENSOR in assuring proper use of the program logo and related materials, in accordance with the Logo Use Guidelines. Such cooperation shall include the completion of surveys related to logo use and providing LICENSOR with specimens of use of the program logo and related materials upon request. LICENSEE shall comply with all applicable laws and regulations and obtain all appropriate government approvals pertaining to packaging, advertising or promotional materials bearing the program logo. LICENSEE shall use program logo only in such a manner that promotes Colorado agriculture in a positive, non-partisan manner.

3. Termination

A. LICENSOR may terminate this agreement with thirty (30) days written notice to LICENSEE upon completion of the Colorado Proud program. LICENSEE may terminate this agreement upon thirty (30) days written notice to LICENSOR. Upon such termination, LICENSEE shall in a timely manner discontinue all use of the program logo and related materials, and delete the same from its promotional, packaging, advertising, selling and other printed materials.

B. LICENSOR may terminate this agreement with thirty (30) days written notice to LICENSEE for breach of any of the provisions of this agreement by LICENSEE. Upon such termination, LICENSEE shall immediately discontinue all use of the program logo and related materials, and delete the same from its promotional, packaging, advertising, selling and other printed materials and destroy all printed materials bearing the program logo and any related materials.

Please note: The information provided below will only be used by the Markets Division staff to assist you with your marketing efforts and will not be provided to third parties.

FOR LICENSEE (ORGANIZATION OR INDIVIDUAL)

BY (AUTHORIZED SIGNATURE) DATE

NAME AND TITLE OF PERSON SIGNING (please print)

Street address

City

State

Zip

Phone

Fax

E-mail address

Web site

Type of Company (please mark all that apply):

Distributor

Retailer

Grower

Wholesaler

Packer/Shipper

Processor

Restaurant

Other (please indicate)

Type of Product(s) for which the Colorado Proud logo will be used (please mark all that apply):

Food produced in Colorado (describe)

Food manufactured in Colorado (describe)

Beverage manufactured in Colorado (describe)

Non-food agricultural item produced in Colorado (describe)

Non-food agricultural item processed in Colorado (describe)

Restaurants: What Colorado food products do you use in your menu?

Would you like to be included in our online database? Yes No

Company Information *(optional)*:

Year Company Established Year of First Export Minority Owned? Yes No

Number of Employees	Annual Sales	Export Sales
Not Disclosed	Not Disclosed	Not Disclosed
1	Under \$25,000	Do not export
2 – 4	\$25,000 - \$49,999	None, but interested
5 - 9	\$50,000 - \$99,999	Under \$25,000
10 - 24	\$100,000 - \$499,999	\$25,000 - \$49,999
25 - 49	\$500,000 - \$999,999	\$50,000 - \$99,999
50 - 99	\$1,000,000 - \$9,999,999	\$100,000 - \$499,999
100 - 249	\$10,000,000 - \$49,999,999	\$500,000 - \$999,999
250 - 499	\$50,000,000 - \$99,999,999	\$1,000,000 - \$9,999,999
Over 500	\$100,000,000 - \$499,999,999	\$10,000,000 - \$49,999,999
	\$500,000,000 - \$999,999,999	\$50,000,000 - \$99,999,999
	Over \$1 billion	\$100,000,000 - \$499,999,999
		\$500,000,000 - \$999,999,999
		Over \$1 billion

Type of Business	Geographic Export Markets	Market Segments
Agent	Local	Bulk
Broker	Rocky Mountain Region	Cooperative
Distributor	National	Direct to the public
Elevator	Worldwide	Ethnic
Export Mgmt Company	Africa	Gift
Export Trading Company	Australia	Hallal
Grower	Canada	Institutional/food service
Manufacturer	Central America	Kosher
Packer	China	Mail Order
Processor	Japan	Organic
Producer (Livestock)	Mexico	Private label
Restaurant	Russia	Retail
Retailer	Taiwan	Wholesale
Wholesaler	South America	
	Other	

Please list your products (if you need additional space, please attach additional sheets):

International Trade Leads

I would like to receive e-mail alerts and trade lead information. This information may include:

- Updates on industries in the U.S. and your country of interest
- Articles on U.S. Market trends
- Notification of upcoming international trade shows (with hyperlinks when available)
- Notification of our ongoing programs in Mexico and Canada
- Updates on USDA programs which provide support for marketing U.S. products in your market
- Updates on U.S. companies
- Continual offers of assistance in locating U.S. sources for any of your organic needs

International Contact Name:

E-mail address:

Countries of interest:

Please print and return completed form to:

Colorado Department of Agriculture
Markets Division
700 Kipling St., Suite 4000
Lakewood, CO 80215-8000

or fax to (303) 239-4125 Attn: Markets Division